Data and Privacy File Guides

Apple Media Services: Arcade App Usage

September 2020

File name

Arcade App Usage.csv

File description

This file contains information related to the user's Arcade activity.

Why Apple keeps this information

Apple retains this information in order to calculate and make payments to developers and to preserve the integrity of user transactions.

Field Name	Details
App Name	The App in which the user action was taken
App Version	The version of the App in which the user action was taken
Apple ID Number	Apple account identifying number
Base Version	The base version of the App in which the user action was taken
Bundle Version	The build version of the App in which the user action was taken
Client ID	Identifier for the device from which the user action was taken (rotates every 6 months)
Content Provider Name	The developer of the App in which the user action was taken
Event Post Date Time	The date and time at which the user's action posted to Apple's servers
Event Received by Apple Servers	The time at which the user action registered on Apple's servers
Event Type	The type of action taken by the user (e.g., click, search, enter, exit, etc.)
Event Version	The schema version for the action taken by the user
Hardware Model	The model of the device from which the user action was taken (e.g., iPhone 11 Pro, MacBook Air)
Hardware Type	The type of device from which the user action was taken (e.g., iPad, iPhone)
Installation Source	The source from which the user installed the App
Item Description	Internal identifier for the purchased App

Field Name	Details
Number of users on device over period	The number of users who have used Arcade on the device
OS	Operating system for the user's device
OS Build Number	The build version of the user's operating system
OS Version	The version of the user's operating system
Short App Version	The short App Version identifier
Special Access Type	Special Arcade access category, if applicable
Store Front	The country from which the user action was taken
Subscription State	Whether the user was in a free trial or a paid state when the action was taken
Timezone Offset Min	The difference, in minutes, between GMT (UTC) and the timezone from which the user action was taken.
User Agent	Information related to the device from which the user action was taken
Week Start Date	The beginning date of the week in which Arcade was used